Project Design Phase-II

Solution Requirements (Functional & Non-functional)

Date	31 January 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic Product Placement Analysis
Maximum Marks	4 Marks

Functional Requirements:

FR No.	Functional Requirement (Epic)	Sub Requirement (User Story / Task)
FR-1	Sales & Placement Data Integration	Import and clean datasets (Sales Data, Placement Data, Customer Demographics) using Tableau Prep or Excel
FR-2	Data Filtering & Segmentation	Filter data by product category, placement zone, region, and customer segment
FR-3	Dashboard Visualization	Visualize sales vs placement, customer demographics, and sales trends across Tableau dashboards
FR-4	Placement Effectiveness Analysis	Analyze high-performing placement areas and underperforming zones
FR-5	Comparative Storytelling in Tableau	Create Tableau story dashboards with placement insights and category-wise performance
FR-6	Web Integration (Optional)	Embed Tableau dashboard into web reports or presentations with responsive design
FR-7	Predictive Sales Analysis (Optional)	Integrate predictive sales models based on placement trends using ML tools
FR-8	Export & Sharing Features	Allow dashboards and insights to be exported as PDF/Image for stakeholder sharing

Non-Functional Requirements:

NFR No.	Non-Functional Requirement	Description
NFR-1	Usability	Dashboards should have clear filters, clean visuals, and

			user-friendly interaction
NFR-2	Performance		Dashboards should load within 3-5 seconds with responsive filter interaction
NFR-3	Security		Data must be handled securely; reports shared only with authorized stakeholders
NFR-4	Reliability		Dashboards should display accurate, up-to-date data without errors
NFR-5	Availability		Dashboards must be available for stakeholders anytime during review sessions
NFR-6	Scalability		Ability to extend the dashboard to new product lines, regions, or analysis types without major changes